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VIA PACIFICA SELECTIONS ADDS WAIMEA ESTATES TO PORTFOLIO

Importer to represent New Zealand wine producer in U.S.

Sebastopol, CA – September 26, 2007 -- Via Pacifica Selections, a Sebastopol-based importer specializing in premium wines from New Zealand, announced today that it has expanded its portfolio with the addition of a leading New Zealand wine producer, Waimea Estates.

Waimea Estates was established in 1993 by New Zealanders Trevor and Robyn Bolitho. Waimea is the second-largest vineyard/winery operation in the Nelson region of New Zealand. Waimea Estates also produces Spinyback wines – a value-driven, cause-marketing line of wines imported by Via Pacifica since 2005.

“Waimea fits well into our portfolio of family wine producers,” said David Duckhorn, President of Via Pacifica Selections. “The Bolithos are actively involved in every aspect of the business on a day-to-day basis and their commitment shows in the quality of the wine. We are thrilled to expand our relationship with their family to include their premium line of wines.”

The winery’s name derives from the location of the vineyards and winery in the Waimea Plains, a well-established region located at the top of the South Island of New Zealand. The region is the sunniest place in New Zealand with over 2400 hours of sunshine each year. The climate and soils are perfect for growing richly aromatic, elegant wines.

Via Pacifica Selections will import the following Waimea Estates wines: Sauvignon Blanc (\$20), Pinot Gris (\$23), Riesling (\$20) and Pinot Noir (\$25). The wines are available nationally through Via Pacifica’s trade partners.

Visit <http://www.waimeaestates.co.nz> for additional information about Waimea Estates

Via Pacifica Selections, based in Sebastopol, California, is an importer specializing in fine New Zealand wine and beer. Visit <http://www.viapacifica.com> to view Via Pacifica’s complete portfolio.

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